

Message Text

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PAGE 01 THE HA 03984 051537Z
ACTION EUR-12

INFO OCT-01 ISO-00 NSC-05 SS-15 COME-00 USIA-15 EB-08

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FM AMEMBASSY THE HAGUE

TO SECSTATE WASHDC 975

INFO RUDKFMQ 898

UNCLAS THE HAGUE 3984

E.O. 11652: N/A

TAGS: OVIP: MRS. ESTHER PETERSON

SUBJECT: INTEREST OF DUTCH WHOLESALE AND INTERNATIONAL TRADE
ASSOCIATION IN HAVING MRS. ESTHER PETERSON PARTICIPATE IN
CONSUMER ORIENTED SYMPOSIUM

1. SECRETARY GENERAL VAN DER REYDEN OF DUTCH WHOLESALE AND
INTERNATIONAL TRADE ASSOCIATION HAS INFORMED EMBASSY THAT
ASSOCIATION PROPOSES TO HOLD ITS ANNUAL MEETING IN THE HAGUE
IN NOVEMBER AND WOULD LIKE TO FOCUS ON CONSUMER ASPECTS OF
MARKETING AS VIEWS BY TWO LEADING AUTHORITIES: MRS. ESTHER
PETERSON, THE PRESIDENT'S ADVISER ON CONSUMER AFFAIRS, AND MRS.
SOLVEIG WIKSTROM OF SWEDEN. THE PROPOSED ONE-DAY SYMPOSIUM
WOULD INCLUDE SPEECHES BY THE TWO LADIES, AS WELL AS JOINT
SEMINAR. THE ASSOCIATION HAS BEEN IN TOUCH WITH MRS. WIKSTROM
WHO TEACHES CONSUMER ECONOMICS AT STOCKHOLM UNIVERSITY, IS
BOARD MEMBER OF NK/AHLENS DEPARTMENT CHAIN, AND HAS SERVED
AS CONSUMER AND MARKETING ADVISER TO SWEDISH GOVERNMENT. MRS.
WIKSTROM HAS INDICATED WILLINGNESS TO PARTICIPATE, PREFERABLY
ON NOVEMBER 22, 23 OR 24 OR ON NOVEMBER 3 OR 4. IF MRS. PETERSON
IS INTERESTED, ASSOCIATION WOULD FORMALLY INVITE HER TO TAKE
PART AND WOULD SCHEDULE SYMPOSIUM FOR THE DAY MOST SUITABLE
TO HER AMONG THOSE SUGGESTED BY MRS. WIKSTROM. VAN DER REYDEN,
WHO EXPECTS TO VISIT US IN SEPTEMBER, WOULD ALSO CALL ON
MRS. PETERSON TO DISCUSS PROGRAM AND ADVISES THAT MRS. WIKSTROM
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COULD ALSO MEET WITH MRS. PETERSON DURING PERIOD OCTOBER 12 TO
21 WHEN MRS. WIKSTROM PLANS TO BE IN U.S.

COMMENT: WE WOULD BE DELIGHTED IF MRS. PETERSON WERE ABLE
TO PARTICIPATE IN PROPOSED SYMPOSIUM. ASSOCIATION IS WELL
KNOWN TO EMBASSY AND FAVORABLY DISPOSED TOWARD U.S. CONTACT
OF SUGGESTED TYPE WOULD ADVANCE OUR GENERAL INTERESTS IN

NETHERLANDS WHICH IS OUR SIXTH LARGEST AND A FAST GROWING
MARKET THAT GAVE U.S. A BILATERAL TRADE SURPLUS OF OVER \$3
BILLION IN 1976.

ACTION REQUESTED: PLEASE ADVISE WHETHER MRS. PETERSON WOULD
BE INTERESTED IN TAKING PART IN PLANNED SYMPOSIUM. BROWN

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